

Hawaii State Department of Health

6/28/04

Additional facts about Hawaii Tobacco Sting Operation:

In 2003, Hawaii ranked fourth among the most successful states with only Delaware, Colorado and Louisiana producing better results. Hawaii has a comprehensive tobacco prevention strategy with an aggressive, engaging media campaign, extensive merchant education, and a print campaign that recognizes local merchants who complied and did not comply with the illegal sales to minors law.

The Synar Regulation, a federal mandate, requires each state to document a rate of tobacco sales to minors of no more than 20% or risk losing millions in federal funds for alcohol and other drug abuse prevention and treatment services.

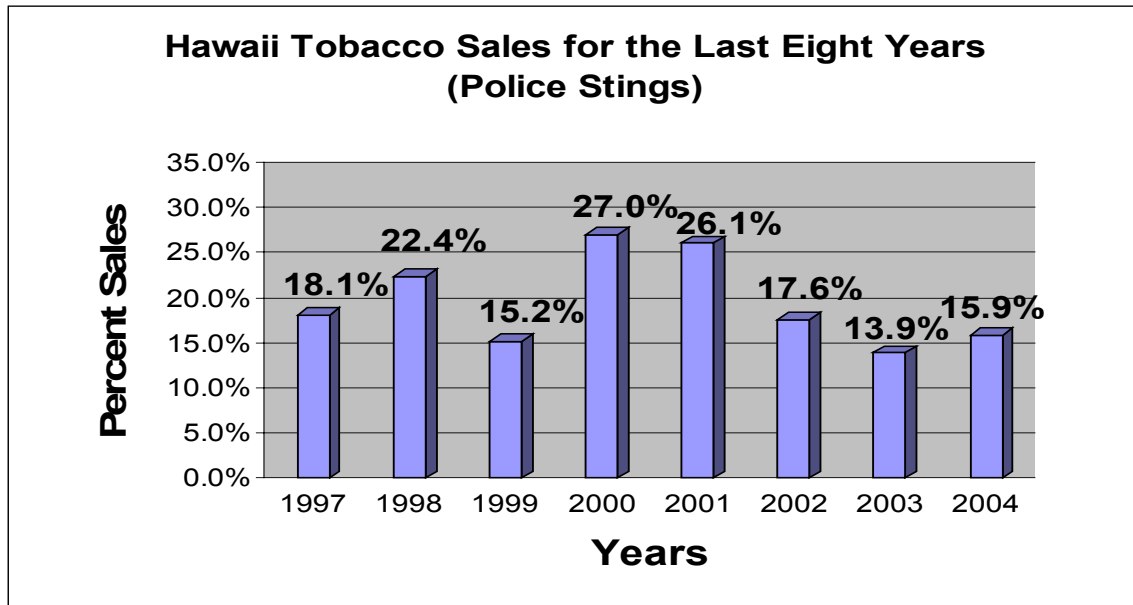
The Hawaii Year 2004 survey found that 5.2% of the stores inspected, in the scientifically-based random sample of retail outlets throughout the State, sold cigarettes to minors. The 2004 non-compliance rate for the City and County of Honolulu is 6.3%. Hawaii and Kauai County rates of sales are 0.0%, while the Maui County rate is 6.9%.

In addition to the Synar Regulation inspections, the DOH, in cooperation with all four County Police Departments and the Cancer Research Center of Hawaii, has a program to enforce the State statute. Every outlet in the State that sells tobacco is inspected at least once a year, and often twice. The enforcement program uses teenagers between the ages of 15 and 17, carrying identification, who attempt to purchase cigarettes under the supervision of an undercover police officer.

There were 1,136 retail outlets throughout the State of Hawaii inspected from April 1, 2003 to March 31, 2004. 15.9% of the outlets (180 stores) sold to minors (ages 15-17) who produced valid identification if asked for it. This is a slight increase from last year's noncompliance rate of 13.9% (2003). Results of these operations were published monthly in all county newspapers.

Police stings on tobacco sales to minors breakdown, by county over the years:

COUNTY	1997 %	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	# stores inspected 2004
Honolulu	18.1%	23.2%	15.6%	27.3%	24.7%	16.7%	13.8%	14.8%	590
Hawaii	N.A.	43.1%	16.2%	21.4%	30.6%	27.3%	20.6%	18.8%	271
Kauai	N.A.	20.7%	7.8%	N.A.%	27.6%	12.7%	9.6%	11.1%	108
Maui	N.A.	8.7%	19.7%	28.4%	26.5%	15.2%	11.5%	18.0%	167
State of Hawaii	N.A.	22.4%	15.2%	27.0%	26.1%	17.6%	13.9%	15.9%	1136



Notes: The data for 1997 only includes the County of Honolulu. The increase from 1999 to 2000 may be due to a change in methodology. Prior to 2000, minors were not required to carry identification.